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FAIR TO DAY, UNSETTLED TO-High, 27; Low, 15. Full report on Page 13.

First to Last-the Truth: News - Editorials - Advertisements

SATURDAY, JANUARY 30, 1915.

# "Trade Practices" and "The Globe"

Liberman Fraud Exposure Turns to a "Boost" Under the Benign Influence of an Advertising Manager and a Page Ad.

By SAMUEL HOPKINS ADAMS.

No. XI.

What a pregnant saying was that of the fake Hudson Bay Company's espairing manager just before the concern was driven out of Boston:

"How can we do business if the newspapers won't

Give it local application in the case of the fraudulent Liberman stores, Stewart & Co., of Fifth Avenue and 37th Street, and John Forsythe, of 201 Broadway. How long could they continue to do business without the newspaper support so generously given by many of the local dailies, and particularly by "The Globe," which lends not alone its advertising columns, but also its advertising manager's name, and even its news and

ial departments to the perpetuation of the fraud. When, in a former article. I called attention to "The Globe," as a side issue of the Liberman exposure, that paper, I regret to record, retorted upon The Tribune by cries of "Sour grapes!" and "You're a liar!" and really behaved in quite a testy manner about the matter. As its attitude exemplifies interestingly how far a certain type of newspaper will go in support of its advertising revenue. it is worth while to consider the episode somewhat more at length in the light of "The Globe's" editorial utterance. It charges substantially: 1-That The Tribune's statement was false (it quite forgot to specify

in what particular it was false) and that its animus arose from its inability to secure the Stewart & Co. advertising, which it had solicited; 2-That the Libermans, proprietors of the Stewart and Forsythe

stores, only availed themselves of a "trade practice" in sewing a fake label into a standard-price shirt and selling it for nearly twice its regu-

3-That both Stewart & Co. and Forsythe have been, since this episode, quite above criticism so far as "The Globe" could discover.

In consideration of this, I shall place the illuminating chronology of the transaction between "The Globe" and the Liberman interests before

On December 2, 1913, "The Globe" published an article exposing a fraud practised upon a customer by the (Liberman) Forsythe store, at Senate in a Tumult as Ma-201 Broadway, under the heading:

\$1.00 SHIRT COST HIM \$1.89 WHEN THE TAG WAS SHIFTED.

The instance of which the article treated was set for police court

Sometime between December 2 and December 12, William C. Free- this morning Republicans admitted on the Galician side of the Car- yesterday to see how men starve and the white clad cooks came up on the big drink of the coffee before they ate. man, then advertising manager of "The Globe," got in touch with the that the Democratic Senators, if they pathians. It is believed that the Ausman, then advertising managed for the publication of a full page advertisement of Stewart & Co., their other store, in the form of an interview tactics, would probably succeed in Hungary signed by Freeman and fulsomely exalting the Liberman business passing the ship purchase bill by to-

RUMANIA ON THE EDGE

By MARTIN H. DONOHUE. Rucharest Inn 29 Rumania having set her hand to the plough. s not going to turn back, but is steadily and quietly preparing for an somewhat overcrowded stage of the world's greatest war. In the public mind the cause of the entente nations is indissolubly linked with that of a greater Rumania, and German gold is spent vainly here in the at tempt to spread the gospel of Count

on Bernhardi that "might is right" Even if there had never been a Transylvania and no Austrian enemy to Rumanian national aspirations, i s questionable if Rumania in the present titanic struggle would have been anything else but a confirmed Germanophobe. The Rumanians, who in culture, love of liberty and perfervid patriotism, are the French of the Near-East, have to a singular degree appreciated the disinterestedness of England in drawing her sword when she felt her national honor impugned. Rumanian officers drink to "The Day"-the Rumanian day, when their army will set about freeing their country of the galling Austrian voke.

"For God and our native land!" is the battle-cry which resounds from the shores of the Black Sea to the snow-capped Carpathians. In such a holy cause as greater Rumania, local political animosities have been blotted out. It is a united nation that calls its sons to rally under the triolor of another land. They have responded nobly to the appeal, and that well organized and superb lighting machine, the Rumanian army, is ready when the trumpet sounds the call to arms.

## **DEMOCRATS FORCE** SHIP BILL AHEAD

jority Tramples on All Precedents.

Washington, Jan. 30 .- At 1 o'clock

## OF ACTUAL HOSTILITIES ON TO OUTFLANK TWO BIG ARMIES

New Force Enters Hungary West of Dukla-Imperils Austro-Germans.

OTHER MARCHING ON KOENIGSBERG

### Left of Kaiser's Columns in East Prussia Turned by Invaders.

Petrograd, Jan. 29 .- Russian armies of great numerical strength are now moving into hostile territory at both ends of the Eastern theatre of war-East Prussia on the north and Hungary on the south without the Russians having to withdraw any forces from Central Poland.

The Russians are steadily closing in on Insterberg (East Prussia) from the north, east and southeast. Tilsit is virtually surrounded, and the Russians there are in a position to threaten the left wing of the Germans defending the line of Pillkallen-Lasdehnen.

The entire elaborate scheme for the protection of Hungary and the disturbance of the Russian campaign against Transylvania seems fatally overthrown by the disclosure that a new Russian army from Galicia has penetrated several days' march into Hungary westward of Dukla Pass. This force, now in full fighting strength, has turned upon the left flank of the parallel columns of the huge Austrian army northward toward the Eastern Carpathians.

With astonishly short delay the Russians have forced upon the Au, tro-German tacticians the alternative of a fight for the destiny of the Austrian Empire on the plains of Hungary. All the efforts of the Austrians since the appearance of three German corps at ong them in the last fortnight have been turned to avoiding this and to establishing an initiative which would permit a series of long, dragging fights probably seventeen corps, more or less complete, and this should

# RUSSIANS PRESS Bread Line at Hotel Gives Shock to Care-Free Upper Broadway



### Starving Men and Women Waiting in Biting Wind at Rear of Knickerbocker Show Distress in City Greater Than Ever Before Nearly 300 Fed in First Twenty Minutes. Upper Broadway had a real chance woman and kept the wind away until | coffee was what they yearned for. It

what sends them to prison or to death. freight elevator. daylight, too. It didn't need a slum-

w. A. BRADY TO GIVE

FORD'S IDEA A TEST

William A. Brady, the situation being fur
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### Cooks with Big Trays. The cooks began to dash in and out

More than One Thousand Fed.

More than 275 men had been fed in

the opinions of a fair-minded man of business upon industrial problems, pleading for a minimum wage for workers which would insure every man an American standard of living. John R. Lawson, whose testimony continues lation of every constitutional right that to-day, presented the indictment of the the mine operators to crush lation of every constitutional right that to be afraid of or suspicious of any business which would insure every man an American standard of living. John R. Lawson, whose testimony continues lation of every constitutional right that to-day, presented the indictment of the citizen was thought to possess.

# WILSON SEES PROSPERITY AT ITS FLOOD TIDE

Big Business Reassured for First Time Since Its Origin, He Says.

NOTHING LEFT TO HINDER GOOD TIMES

"Rules of Game" Laid Down in Talk to Electrical Railway Men.

MORE PUBLICITY FOR CORPORATIONS

President Expresses Belief His Legislation Has Cleared Paths of Trade.

Washington, Jan. 29. - Predicting that we are upon the eve of a new era of enterprise and of prosperity, President Wilson in a speech at the conference of the American Electric Railway Association here this afternoon said that henceforth nobody was going to be afraid or suspicious of any business merely because it was

The President was in the best of humor and used many sporting terms in defining the freedom of action which he said belonged to all men,

There was a hint of reply to the criticisms of one-man power which hats been made against him when he said that "the thought of no single man can comprehend the life of a great nation like this, and yet men in public life, upon whom the burden of a certain degree of guidance is laid, must attempt to comprehend as much of it as they can."

"I have always maintained that the only way in which men could understand one another was by meeting one another," said the President. "If I believed all that I read in the newspapers I would not understand anybody.

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